

Bachelor's thesis "Comparative study of recruitment campaigns of the Police and the Army of the Czech Republic in 2008" deals with the analysis and comparison of two governmental campaigns which were the response of unfavourable personnel situation in both forces at that time. Both police and the army faced the same task: to considerably raise interest in profession of a policeman or a soldier. Police was lacking more than 5000 policemen in the whole country at the beginning of the year 2008, so it launched an extensive recruitment campaign with the motto "To Help and to Protect". The aim was to present the state police as an attractive employer, thus bring new policemen into their ranks. The Czech army faced a similar problem as well, therefore, it created several lesser campaigns in 2008 with the slogan "Job for You and It Is Worth It". Among others, the aim of this thesis is to show on two particular examples how it is possible to achieve the solution of a similar aim, i.e. recruitment of new members, and that in a situation when neither institution enjoys much popularity with the public. First, the topic is put into context of recruitment campaigns problems. The following chapters analyse the starting conditions of both institutions, communication strategies of the campaigns, target groups and distributive channels, through which it was spoken to them, and the effect of the campaigns. In the conclusion, both campaigns are summed up and mutually compared.